

SPRING CLEANING

Your Cadillac has weathered the winter, surviving potholes, road salt, and harsh temperatures. Now that warmer weather is on the horizon, stop in for a spring inspection to ensure your Cadillac is functioning at its best.

Our GM-certified technicians will check the vital systems, including:

- **Tires:** Inspect for excessive or uneven wear and inflate to proper pressure.
- **Brakes:** Inspect the brake lines, hoses, and parking brake, as well as fluids and linings/pads.
- **Suspensions:** Inspect for excessive or uneven wear and inflate to proper pressure.

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We honor:



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The goal of our service department is to keep your car running at peak performance, as conveniently for you as possible. Our factory-trained Cadillac technicians are ready to handle all of your service needs. We offer:

and late evening drop-off
ite service
details)
rs available
details)
onal service advisor
Master Technicians
on repairs
ce body shop
shop estimates
nt waiting room with fresh
d snacks, workstations
puter, television and
phone.

HOURS OF OPERATION

9:00 a.m. – 9:00 p.m.
9:00 a.m. – 6:00 p.m.
2:00 p.m. – 5:00 p.m.
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WINNING SELECTIONS

Experience the award-winning 2008 lineup at [Dealership] Whether you're looking for luxury appointments, best-in-classance or bold styling, there is a Cadillac that fits your lifestyle

With numerous award wins including 2008 Motor Trend C the redesigned 2008 CTS offers bold Cadillac design and ir nology features. The 2008 Escalade combines power, utility cated technology. It features a 6.2L V-8 with 403 horsepower stability control and a Bose® 5.1 Cabin Surround® System. 2008 Cadillac introduces the first luxury SUV hybrid, the 2 Hybrid, which will be powered by GM's innovative 2-Mode H

Every Cadillac offers rewarding ownership benefits, too. A come with a 5-year/100,000-mile powertrain warranty, plus 24/7 Roadside Assistance for 5 years/100,000 miles. Come for a test drive and experi- ence the next generation of Cadillac innovation.

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Innovation

SPRING 2008

A PUBLICATION FOR THE CUSTOMERS OF ABC DEALERSHIP



ULTIMATE LUXURY

2008 DTS Platinum

Beautiful. Rare. Precious. All are true of the precious metal platinum, and all accurately describe the distinctive luxury and elegance of Cadillac's 2008 DTS Platinum Edition. It blends Cadillac's advanced technology with premium luxury features.

Power comes from a Northstar 4.6L V-8 paired with a four-speed automatic transmission that has performance-shifting capability for full driver engagement. With speed-sensitive Magnasteer steering and Magnetic Ride

Control, the ride is as smooth as it is precise. Exclusive Platinum features include two unique interiors, Light Linen over Cocoa and all-Ebony, with light ash burl wood accents.

For the ultimate in pampering, supple Tuscany leather seating surfaces match the leather-wrapped steering wheel, center console and brim of the instrument panel. Luxury never looked — and felt — so good. Elegant exterior cues, including unique badging, chrome door handles and grille, and unique

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chrome wheels, set the Platinum apart.

Safety features include StabiliTrak electronic stability control, which provides an extra measure of assurance on the road. The Lane Departure Warning system uses a camera located in the side mirror to alert drivers if they stray from the lane. The Side Blind Zone Alert system also provides high-tech driver awareness.

Like all Cadillacs, the DTS Platinum pairs technology and style for an unparalleled experience of comfort and entertainment. Adaptive Remote Start, with customizable preferences, creates a comfortable environment before the door is even opened. Heated washer fluid and rain-sensitive wipers take the edge off inclement weather driving. Front and rear park assist and power folding mirrors make maneuvering a breeze. Experience the distinctive luxury of the 2008 DTS Platinum. ■



Attendees experience the newest Cadillac innovations at the 2007 Tribeca Film Festival.

Cadillac is a Signature Sponsor and the official vehicle of the 2008 Tribeca Film Festival.

LIGHTS, CAMERA, CADILLAC

Cadillac goes to the movies as a Signature Sponsor and the official vehicle of the 2008 Tribeca Film Festival. The 7th annual festival takes place April 23 through May 4 in Manhattan.

Festival films will be eligible to win the Cadillac Award, which goes to the best feature film as voted on by the audience. The winner will receive a \$25,000 cash prize and a one-of-a-kind trophy to celebrate the achievement. Audience members will cast ballots throughout the two weeks of the festival to select the winner. The 2007 Cadillac Award went to *We Are Together (Thina Simunye)*, a documentary film from the U.K. directed by Paul Taylor and produced by Paul Taylor and Teddy Liefer, that tells the story of children in the South Africa Agape Orphanage.

Throughout the festival, Cadillac will provide transportation for film festival jurors and other VIPs, as well as host premier parties at the Tribeca Cadillac Lounge.

Festival attendees will receive messages about the new 2009 Escalade Hybrid, which uses GM's 2-Mode Hybrid technology to deliver an estimated 50% improvement in city-driving fuel economy over the current best-in-class Escalade. It's sure to captivate audiences when it debuts in the fall. ■

QUIET LUXURY

As the world rushes by outside, inside a Cadillac is an oasis of calm. Cadillac's engineers sweated the details to ensure you'll always enjoy a quiet, comfortable ride.

In the 2008 CTS, cabin sound levels were analyzed in great detail for both their quantity and quality to help provide the experience expected of an elite luxury sedan.

From this analysis, engineers developed the body sealing and insulation to dampen vibrations. Plus, the tailpipes were tuned to add low-frequency resonance to emit high performance notes. The CTS also features a highly tuned chassis and a rock-solid ride that reduces wind noise and improves performance, including fuel economy.



EXCELLENCE

2008 STS

"You can really drive this car with some gusto, taking full advantage of its 4.6-liter Northstar V-8 engine. It makes 320 horsepower and 315 pounds-feet of torque... The STS is as smooth as they come on the road. It's a quiet, sophisticated ride that makes you feel elegant, even if you're just headed to the grocery store in your sweats."

The Atlanta Journal-Constitution

2008 SRX

"On the open road, the 2008 Cadillac SRX glides serenely without veer or vagueness. Some SUV suspensions don't deal particularly well with curvy roads, but not that of the SRX, which negotiates corners without giving the impression it has a somewhat higher center of gravity, even when loaded down with people and cargo."

Kelley Blue Book (kbb.com)

2008 XLR

"...the XLR's grand, eye-catching design practically screams 'I'm a Cadillac' with thoroughly modern lines that pay homage to — rather than copy — all those that wore the Caddy crest in the past."

Edmunds.com



2008 XLR

UNCOMPROMISED DESIGN

Cadillac celebrates the design legacy of the award-winning 2008 CTS with the introduction of the CTS Coupe Concept. Described as "emotion on wheels," the Coupe is the ultimate development of Cadillac's design language.

Unveiled at the North American International Auto Show, the sculpted two-door body blends the CTS sedan's face with an expressive design that suggests the look of carefully cut diamonds. The angular elements are reflected in subtle details throughout the car.

Cadillac's designers wanted to develop the popular 2008 CTS sedan to the ultimate degree, making no compromises in style, performance or technology. The body is all new from the front of the doors back, with classic hard-top styling without a pillar between the windows. The steeply raked windshield creates a sleeker profile for slicing through the air. Traditional Cadillac design cues blend with cutting-edge style in the tail lamps to hint at the famous Cadillac fins of yesteryear. Plus, bulging flares, split-spoke aluminum alloy wheels and an aggressive stance leave no doubt the CTS Coupe Concept is a serious road machine.

Inside, the classic 2+2 seating features custom-trimmed sport seats covered in rich suede-like microfiber with ochre-colored inserts. A continuous console runs between the front and rear seats. Ambient lighting and a premium Bose® audio system with a 40-gigabyte hard drive create a distinctive personal environment.

The CTS Coupe Concept embodies the essence of today's Cadillac: unbridled style, unequalled performance and premium luxury. ■

DID YOU KNOW:

The CTS Coupe Concept was designed to accommodate a broad range of engines, including the 3.6L V-6, which provides 304 horsepower, as well as the new 2.9L turbo diesel under development for global markets, which will deliver an estimated 250 horsepower.

Visit CadillacExtra.com for more details about the unique design of the CTS Coupe Concept.

